



Profile

Versatile writer, meticulous editor and multifaceted marketing specialist returns to his passion after taking three years to support ailing parents and pursue musical endeavors. Draw on six years of media and marketing chops ranging from news and editorial to ad copy, press kits, email campaigns, SEO web content and social media.



Skills

- Specialized in producing engaging digital content and compelling sales copy.
- Knowledge of AP Style, copy editing, proofreading, page formatting and design.
- Proficient with WordPress, SEO, MailChimp, Hootsuite, Photoshop and InDesign.



Experience

PRESENT COPYWRITER / COPY EDITOR / DIGITAL MARKETER
 – Web-savvy wordsmith, eagle-eyed editor extraordinaire and maestro of the marketing arts.
 – Seeking freelance, part- or full-time opportunities based either offsite or onsite in Colorado.

JAN 2013 – APR 2014

MARKETING / P.R. SPECIALIST The Blue Rooster Sarasota, FL
In-house marketing, PR, web and design guru for southern restaurant and music venue.
 – Created and distributed press releases, print and digital ads, emails and social media posts.
 – Established media contacts, assisted writers and ad execs, fielded messages and comments.
 – Utilized SEO and analytics to increase web traffic, email subscribers and social media reach.

NOV 2011 – DEC 2012

DIGITAL MARKETING SPECIALIST NicheBuilder Sarasota, FL
Digital marketer and copywriter for web hosting company offering SEO content services.
 – Conducted keyword research, identified profitable niches and developed marketing plans.
 – Crafted SEO copy for landing pages, eBooks and emails promoting clients' digital businesses.

OCT 2011 – SEP 2012

WEB STORE MANAGER Sarasota Guitar Company Sarasota, FL
Online store manager and shipping director for local chain of guitar specialty shops.
 – Monitored sales activity and inventory for 500+ item eBay store with perfect feedback rating.
 – Photographed, listed and inspected products; supervised packing and shipping operation.

JAN 2011 – MAR 2012

CONTRIBUTOR / COPY EDITOR HuB Sarasota Sarasota, FL
Columnist and copy editor for local business incubator's blog *ThisWeekInSarasota.com*.
 – Delivered well-researched satirical columns about Sarasota politics and Q&As with artists.
 – Edited blog contributors, published posts to TWIS site and shared content on social media.

DEC 2010 – DEC 2012

A&E CONTRIBUTOR Sarasota Herald-Tribune Sarasota, FL
Columnist and contributor covering local music for Herald-Tribune's Ticket A&E weekly.
 – Wrote weekly column called "The Local Original" detailing Suncoast's original music scene.
 – Contributed weekly event previews, album and concert reviews, and arts scene-related news.

NOV 2008 – DEC 2010

STAFF WRITER / A&E EDITOR Creative Loafing Sarasota, FL
Reporter, columnist and A&E editor for alt-weekly newspaper chain's Sarasota edition.
 – Covered all aspects of Suncoast, following leads, conducting interviews and taking photos.
 – Edited contributors to A&E section, compiled event listings and mentored editorial interns.
 – Formatted content for print and WordPress; shared stories on social media and radio show.



Education

AUG 2002 - MAY 2007
 Bachelor of Science

BALL STATE UNIVERSITY Muncie, IN
 Major: Journalism Minors: Geography, Guitar Performance

